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THE WONDERFUL NEW APPLE

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riculture.

# WISMER'S DESSERT.

*Apple Form and Pear Texture.*

*Best Eating Apple Ever Originated.*

*Now Offered for the First Time.*

Every Tree Sent Out Under Our Metal Seal. None Genuine Without It.



ENGRAVED FROM NATURE.

**CAUTION!** To protect the public from imposition Every Tree of the Wismer's Dessert variety will bear our Metal Seal, so secured by means of annealed, crimped wire and a powerful press, as to make it impossible to remove it without mutilation. A Perfect Unbroken Seal is our Guarantee of Genuineness. \$25.00 reward for any information leading to conviction of intruders.



(SEAL)

**J. H. Wismer,**

**Sole Introducer.**

**Port Elgin Nursery,**

Port Elgin, Ontario, Canada.

(WE HAVE THE ONLY NURSERY TREES OF THIS VARIETY IN THE WORLD)

*Correspondence and Order 11-16-1900*

# WISMER'S DESSERT.

**Introductory.** In introducing this new variety we do so with the fullest confidence, believing it to be the most valuable apple ever brought to public notice, possessing as it does every good characteristic in tree composition, such as extreme hardiness, vigor of growth, early bearing and excessive productiveness.

In the eating qualities of the fruit, we make the broad statement that the world has never seen its equal for high aroma, exquisitely delicious flavor, and juicy, melting, buttery, pear like texture, well developed specimens being almost as luscious and fibreless as a Bartlett pear.

In these, our expressed opinions, we are confirmed by the testimonies of the very highest horticultural authorities of Canada and the United States. (Please read every testimonial carefully.)

All these men are fruit specialists, and many of them are in the service of the government as fruit experimenters, etc., positions to which they have been appointed for their expert qualifications in their special lines, and not one of them would voluntarily make such expressions as "the very best," "most remarkable," "perfection," "best apple we ever tasted," "free from fibre as a pear," etc., etc., if the fruit did not warrant it. Those who are only acquainted with the ordinary kinds, have no idea of the real flavor and eating qualities of Wismer's Dessert apple. It is as much superior to the Snow apple in richness as that variety is to the Ben Davis, and while it comes into eating almost as early as the Snow, it is a better keeper by several months.

**History.** Wismer's Dessert apple is a seedling of Canadian origin, possessing characteristics in flavor, texture and other features pointing strongly towards an accidental cross with a pear.

**Description.** The fruit is medium to large in size, smooth, round but obscurely five sided; beautifully colored with yellow, and shaded with bright red in stripes and blotches; marked with russet dots; very handsome. Season, winter.

**Hardiness.** The tree is an iron clad, with hard, tough wood as hardy as our forest trees, and has proven itself beyond doubt to be capable of withstanding the severe changes of our northern climates. It is a vigorous grower and perfectly free from blight or disease of any kind.

**Productiveness.** Wismer's Dessert is very productive, the original tree having always borne regularly and heavily, even to excess, and no variety in present cultivation surpasses it in this respect.

**Quality.** Here is where we must again repeat our justifiable claim that Wismer's Dessert is head and shoulders above any other apple ever originated or known, its flavor is sub acidly mild and most delicious, being entirely and peculiarly distinct from the flavor of any other apple, while its texture, owing to its almost fibreless make-up, resembles that of a luscious, ripe pear in its melting juiciness.

**Foreign Market.** Wismer's Dessert is eminently fitted for a commercial apple, being a first-class shipper, of popular size and color, and the demand in foreign markets has been yearly growing in favor of highest quality and most handsome appearance, rather than for fruit of overgrown size and common quality.

**Home Use.** The best way to become convinced of its value in the home is to place it in the cellar alongside of other best kinds, and then note how severely other varieties are left untouched while these are being consumed. The "Farm Journal" very sensibly says: "Quality should weigh 75 per cent. in selecting varieties for the family garden."

**Cooking and Canning.** For cooking purposes, Wismer's Dessert is equal to any of the older varieties, while for canning, on account of its mildness, its exquisite flavor, and melting, fibreless texture, compares favorably with our best pears.



# Condensed Statement

## OF THE GOOD QUALITIES OF "WISMER'S DESSERT."

1st—The tree is iron clad in hardiness.

2nd—It is vigorous in growth and healthy in constitution.

3rd—It bears very early, regularly and excessively.

4th—The fruit is winter in season, and is a first-class shipper.

5th—It is the most popular size, medium to large.

6th—It is very handsome in appearance, being smooth and most brilliantly colored.

7th—It's aroma and flavor are much superior to any other apple known.

8th—It's texture is like a pear, being extremely juicy, melting, rich, buttery, and free from fibre. This cannot be said of any other apple.

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## TESTIMONIALS.

### Extracts from Letters, Journals, &c., &c.

From John Craig, Horticulturist, Dominion Experimental Farm, Ottawa.

"The quality of this apple (Wismer's Dessert) pleases me very much. It is of a peculiarly distinct character in its melting juiciness. I know of no other apple having such a pleasant, melting character of flesh, and being so free from fibre."

From *Canadian Horticulturist*—L. Wolverson, Editor.

"On January 7th we received from the introducer, a sample of his new winter dessert apple. It is medium in size, beautifully colored, with flesh of such fine grain and buttery character that one might easily take it for a pear if one's eyes were closed. The flavor is excellent, and judging from the sample, it is unsurpassed for the dessert table."

From W. E. Wellington, President Ontario Fruit Growers' Association, Toronto, Ont.

"I consider it the best dessert apple I have seen. I am very much opposed to the introduction of new varieties, unless they have superior qualities, which make it really desirable that they should be propagated, and sent throughout the country. This apple, however, has such fine flavor that I think it a decided acquisition. When its excellent qualities become known, it certainly will be in demand as a dessert apple."

From A. E. Sherrington, Government Experimenter of Lake Huron Fruit Experimental Station.

"Wismer's Dessert is truly a very fine apple. Its chief characteristic is in its high quality of texture, being free from fibre, and having the rich melting quality of the pear."

From L. H. Bailey, Professor of Horticulture, College of Agriculture, Ithaca, N. Y.

"I received the apple of Wismer's Dessert, and my associate (Mr. E. G. Lodeman) and myself have tested it. We both agree that it is a most remarkable apple. It has the least roughness in flesh of any apple I have ever eaten, and the flavor and texture are most excellent."

From Hon. Thos. Greenway, Premier and Minister of Agriculture, Manitoba.

"I received your very nice apple (Wismer's Dessert) in good condition, and with a couple of my friends who were present at the time tested it. We all agreed that it was the finest and most delicious that we had ever tasted."

From H. L. Hutt, B.S.A., Prof. of Horticulture, Ontario Agricultural College, Guelph, Ont.

"This apple (Wismer's Dessert) certainly has remarkably fine qualities. It possesses more of the flavor, fine grain and buttery character of the pear than any other apple I know of."

From S. H. Linton, President and Secretary East Hb Nurseries, Marceline, Mo.

"I find four important points in this apple, viz.:—Color, quality, condition and flavor. The fine, pear-like quality and flavor, destitute of fibre, will certainly place this new candidate at the head of the list as an eating and dessert apple, and to say that it is perfect in flavor and quality, is putting it none too strong."

[OVER!]

## TESTIMONIALS, EXTRACTS FROM LETTERS, JOURNALS, ETC.

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From T. H. Race, ex-President Ontario Fruit Growers' Association,  
Mitchell, Ont.

"Its chief characteristic is in the "gilt edge" quality of its texture, so fine, rich and free from fibre. The rich, melting quality of the flesh certainly places it first among dessert apples.

From Hon. John Dryden, Minister of Agriculture for Ontario.

"The splendid flavor and texture of the fruit is precisely what would please people who desire a nice dessert apple. Its color also is attractive and I should think it would become a general favorite if placed on the market."

From P. J. Berckmans, Nurseryman and President of the American Pomological Society.

"I find its quality remarkably good, its flavor most delicate and rich. Its size and bright color make it very attractive, and I would give this apple the highest rating as to quality.

From D. D. L. Farson, Secretary Florists' Club, of Philadelphia.

"The fruit merits all you claim for it."

From George Nicol, a Director of the Ontario Fruit Growers' Association,  
Catawaqui, Ont.

"The sample of Wismer's Dessert apple was received New Year's Day. I know of no apple equal to it in texture, and the flavor is delicious."

From D. W. Beadle, Ex-Secretary Ontario Fruit Growers' Association,  
Toronto, Ont.

"They are attractive in appearance, both in form and coloring, no small matter in selecting an apple for commercial purposes. They are also fine grained of delicate texture and of delicious flavor, ranking in quality as "best," which at once places them among the foremost of our dessert apples."

From the *Farm Journal* of February, 1897.

"The Introducer sends us a beautiful apple called "Wismer's Dessert" for us to sample. This we did, and pronounce the quality the very finest. We shall keep in mind this new variety, and hope its record will come up to its rosy promise."

From James S. Scarff, Director of the Ontario Fruit Growers' Association,  
Woodstock, Ont.

"I received the sample of "Wismer's Dessert" apple in good condition, and with several other gentlemen considered good judges, tested its qualities. We were all of one opinion as to its superior flavor and buttery, pear-like texture of the flesh, rich and free from fibre."

From Byron D. Halstead, Prof. of Botany and Horticulture,  
Jersey State Experimental Station.

"The fruit is handsome in shape and color, and the flavor and texture of the flesh are excellent. I am glad you have been so fortunate as to produce so superior an apple."

From G. C. Brackett, Secretary American Pomological Society,  
Lawrence, Kansas.

"I regard the "Wismer's Dessert" apple the most desirable for dessert use of all varieties it has been my privilege to examine. Its appearance is attractive and beautiful, quality superior, being fine grain, tender, decidedly rich and juicy, and melts in the mouth like a fine pear, leaving no roughness but a highly refreshing effect, exciting a wish for more of them. Its size is medium, which is a most desirable feature in its favor for dessert purposes."

From M. Pettit, Ex-President Ontario Fruit Growers' Association,  
Winona, Ont.

"I received your handsome dessert apple, and was much pleased with it. Its size, color, flavor and texture for dessert purposes are perfection."

From W. W. Farnsworth, Secretary of the Ohio State Horticultural Society.

"Wismer's Dessert is the very best."

From W. M. Orr, President Ontario Fruit Growers' Association.

"The specimen of "Wismer's Dessert" sent me was duly received. I consider it superior in flavor and texture to any other apple I know of."

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**PRICE--Trees 5 to 7 feet high (every tree sealed), \$1.00 each,  
\$10.00 per dozen.**